

REFLECTION 2012

Finding Indian Solutions to Indian problems...

First Population based Breast Cancer Screening Programme in Andhra Pradesh

To ensure early detection of breast cancer, particularly underprivileged women who cannot afford a Screening Mammogram, Ushalakshmi Breast Cancer Foundation (**UBF**) has embarked upon implementing a simple, inexpensive and viable Community based Breast cancer Screening Programme in partnership with the **Govt. of Andhra Pradesh**. The Programme was launched by Mrs Minnie Mathew, Chief Secretary, Govt. of Andhra Pradesh (August 2012). 1200 Health Care Workers from nine Mandals in Hyderabad District were trained in August & September 2012 to perform Clinical Breast Examination (**CBE**), a screening method to detect early breast cancer. Some 50, 000 women between the ages of 35 – 65 years will be screened for early signs of breast cancer.



From Left to right –Mr. Rizvi (Hyderabad District Collector), Mr. Ratna Kishore (Principal Secretary, Health & family Welfare), Mrs. Minnie Mathew (Chief Secretary) & Mr. Praveen Prakash (Commissioner, Health & Family Welfare)



Health Care workers along with Trainers at the launch of the Screening Programme



Dr. D.L. Ravindra Reddy, Hon'ble Minister for Health & Family Welfare, Govt of Andhra Pradesh commended the initiative as well as appreciated the generous contribution made by UBF (Rs 5 Lakhs) to spearhead the Breast Cancer Screening Programme,

Empowering people...impacting lives - 2012

Over the past five years, UBF has left no stone unturned in its mission to empower people about the importance of early detection of breast cancer through a number of innovative, unique & responsive education outreach services across Andhra Pradesh. 2012 was yet another eventful year.

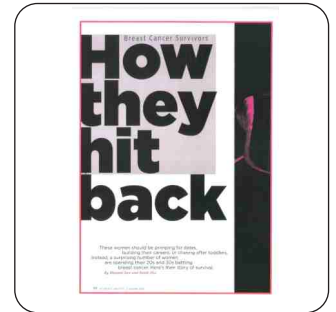
Awareness Talks: On behalf of UBF, I have addressed a number of Organisations across the length and breadth of the Country.

Reaching out to the Country: It was an honour to be invited by **The Hindu** to contribute an article in their **Sunday National magazine** on 'Myths & Facts relating to Breast health'. The article (featured on 13th October 2012) has reached out to the readership all over India.





I was invited to present my views in an article relating to Breast cancer (October 2012 issue) in **Women's Health Magazine (India Today publication)**. One of my youngest patients who underwent bilateral breast conserving surgery for breast cancer affecting both breasts was interviewed in the article. It is indeed very gratifying to note that detailed counseling and breast conserving surgery done without leaving a defect in the breast (using oncoplastic techniques) has helped this young lady return to leading a normal life within a short span of time



Healing of the body, mind and soul... Impact Day 2012

'One can cure sometimes, relieve often, but it is important to comfort always'. In an endeavor to make an **IMPACT** & emphasize the importance of counseling, UBF in partnership with Deloitte conducted a day long programme in November 2012 to **engage, connect and entertain Breast cancer 'conquerors'** and their **families**. Stories about the tough times during treatment were shared and all those gathered were of the unanimous view that effective counseling provided by UBF has enabled them to fight the illness with courage and determination, resulting in them emerging as 'conquerors'.



Some of the Breast Cancer Conquerors at the Impact Day Meet 2012

Creating awareness...Saluting Breast cancer 'conquerors' 'Pink Ribbon Walk 2012 (a benchmark event in Hyderabad)

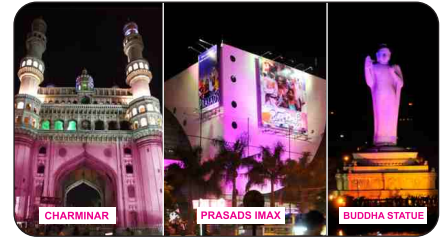
Well over 3000 'Hyderabadis' from all walks of life, '**Breast cancer conquerors**' & their families supported the **PINK RIBBON WALK 2012**, which was held for the **FOURTH** consecutive year in association with United States Consulate, Hyderabad (October 2012)



Paint the city Pink Campaign

Historic monuments and prominent buildings in Hyderabad were illuminated to demonstrate the power of **PINK**, which was held for the **THIRD** consecutive year.

Encouraged by the enormous impact created by the **Pink Ribbon Campaign** launched by UBF in 2007, it is very satisfying to see many Organisations in Hyderabad conducting similar campaigns for other illnesses.



For the **FIRST** time in India... Hyderabad Airport turns **PINK**

Thousands of passengers travelling through Hyderabad's airport have participated in the three day Pink Ribbon Campaign organised by UBF in October 2012. A stall manned by Volunteers from UBF have engaged and empowered passengers about the importance of early detection of breast cancer. They have also gifted/pinned small pink ribbons to passengers to remind them throughout their onward journey about the power of **PINK**.



Dr. Ushalakshmi, Founder Chairman, UBF with Staff at Hyderabad Airport

ABSICON 2012 in Hyderabad

Theme: *Breast healthcare in India – time for a paradigm change*

I organized the **FIRST** International Congress of The Association of Breast Surgeons of India - ABSICON 2012, which was held in association with the world renowned European Society of Breast Cancer Specialists (May 2012). Some 500 Surgeons from India and abroad practising the art & science of breast surgery attended the Congress. The meeting was inaugurated by **Mr. Nadendra Manohar**, Hon'ble Speaker, Andhra Pradesh Legislative Assembly & **Mr. Mike Nithavrianakis**, British Deputy High Commissioner for Southern India. One of the highlights of the Inaugural ceremony was a breathtaking performance by the well known Classical dancer & Breast cancer 'conqueror', **Dr. Ananda Shankar Jayant**.



Inauguration – ABSICON 2012, Hyderabad (May 2012)



Breathtaking performance by Dr. Ananda Shankar Jayant

Third annual UBF Oration on Medical Ethics

Majority of doctors in India are sincere, honest and ethical. However, over the recent years, unethical practices have become more common. The Medical profession, which was once considered to be the noblest of all, has taken a beating. An important component of the Hippocratic Oath is to **'keep the good of the patient as the highest priority'**. To precisely address this issue, UBF dedicated its 3rd Annual oration to **'Medical Ethics @ crossroads'**, which was held in association with **Manthan** – a forum for public discourse (June 2012). The Oration was delivered by Professor B.M. Hegde, an internationally renowned Physician.



Orator: Dr. B. M. Hegde

Recognition, Awards & Honours - 2012



Appointed International Surgical Advisor, RCS Ed

Amongst the Five Surgeons from Indian Subcontinent to be appointed as **International Surgical Advisor** to the Royal College of Surgeons of Edinburgh (February 2012). My role will be to advise the Royal College on matters relating to Surgical education and MRCS/FRCS Examinations in the Indian Subcontinent in addition to guiding, mentoring & conducting local training events for surgical trainees.

Overseas MRCS Examination, Andhra Pradesh

Having been actively involved in organising the **Overseas Final FRCS and MRCS Courses** in Hyderabad for well over a **decade**, I have been able to convince the Royal College of Surgeons of Edinburgh to conduct the **Intercollegiate Final MRCS examination** in Hyderabad in **2008 – FIRST time in 500 years for the Examination to be held in Andhra Pradesh**. I subsequently organised this prestigious Examination in 2010 and 2012 (December).



MRCS Examiners (Dec 2012)

Plaque of recognition

On behalf of **Carol M. Baldwin Breast Cancer Research Fund, Inc, New York**, Professor Patrica Numann, an eminent Breast Surgeon & President of American College of Surgeons presented a **PLAQUE OF HONOUR** (Dec 2012) to UBF in recognition of the outstanding contribution made by the Foundation towards implementing a number of innovative initiatives aimed at early detection of Breast cancer in Andhra Pradesh.





Donation to UBF

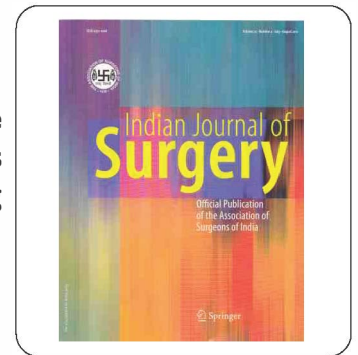
Impressed with honesty of purpose and established track record of UBF, a Breast Cancer Foundation based out of Chennai (which has been operational for well over 20 years) has donated Rs 10 Lakhs to the corpus fund of **UBF** (September 2012). UBF was zeroed in after a meticulous nationwide search by the Chennai based Breast Cancer Foundation. This very generous donation from Chennai has been the most humbling moment & a fitting tribute to the credible work done by the Foundation over the past FIVE years.



Mr. VVS Laxman, Mr. Mohan Babu, Mr. Anurag Sharma, Mrs. Amala Akkineni, Mrs. Dinaz Vervetwala, Mrs. Uma Chigurupati presenting the enlarged version of the Cheque to UBF

Review article, Indian Journal of Surgery

Invited to contribute a Review article on **Oncoplastic Breast Surgery** in the **Indian Journal of Surgery** (June 2012). The article highlights the scientific basis and surgical principles governing reshaping of the breast after breast conserving surgery for breast cancer.



Finally...

I came back to my motherland not just to make a living. The purpose of my return was to make a difference. **'Luck is what happens when preparation meets opportunity'**. The lord's grace, a clear vision backed with definite plans, focused action, personal discipline and reliance on the confidence to achieve has helped me accomplish some of my dreams.

With best regards.
Sincerely yours,

Dr. P. Raghu Ram

MS, FRCS (England), FRCS (Edinburgh), FRCS (Glasgow), FRCS (Ireland)

CEO & Director

Ushalakshmi Breast Cancer Foundation

www.ubf.org.in

Director

KIMS-USHALAKSHMI Centre for Breast Diseases

www.breastcancerindia.org

Consultant Oncoplastic Breast Surgeon

Krishna Institute of Medical Sciences (KIMS)

Founder Honorary Secretary

The Association of Breast Surgeons of India

www.absi.in